



Trajan Scientific and Medical announces partnership with award-winning PR consultancy LBPR to impact human wellbeing globally

25 July 2017: Trajan Scientific and Medical (Trajan) has announced its investment in award-winning PR consultancy LBPR, based on an alignment of company values and a shared vision to impact human wellbeing around the world.

LBPR will now have a presence in all major cities along the Eastern Seaboard of Australia, and internationally in the UK, Europe, US, and Asia.

Stephen Tomisich, CEO of the Trajan group, comments: "Core to Trajan's vision is the personalisation of science - to see people, the public, empowered through personalised scientific information, to care for their own wellbeing. LBPR brings to the Trajan group the public communications skills needed to deliver the right messages, the valuable content, that is required to achieve that vision.

He continues: "However, our alignment with Lisa Burling and LBPR is about more than that. LBPR's award-winning track record speaks for itself and we admire the terrific campaigns and initiatives completed by Lisa and her team; from supporting healthcare and wellbeing-related clients through to helping younger people pursue careers in PR via their impressive global first student consultancy initiative, Catalyst."

Lisa Burling, Founder and Managing Director of LBPR says: "With over 20 years of PR experience, most of it in the UK and Europe, the next step for me personally was always to take LBPR globally - but to do so in an innovative and thoughtfully disruptive way.

"We envisage a future where "Public" relations will be more about "People" relations – personalised, inter-connected messaging and sharing that helps individuals and organisations truly achieve their business goals through the power of human connection.

Trajan and LBPR's partnership bucks the trend of traditional funding models, which see businesses in the growth phase court and choose investors based solely on financial value, and often from a similar market.

Lisa adds: "The decision to partner with Trajan marks the start of a journey that will see us work together to transform the way companies communicate with their audiences. To truly impact human wellbeing, we need to heed the learnings of today, but look firmly to the future and the enormous opportunities ahead. I know Stephen joins me in recognising this is an exciting time for Trajan, LBPR and the broader industries in which we operate."

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For more information visit www.trajanscimed.com and www.lbpr.com.au.

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PR-0024-G

NOTES FOR EDITORS

Trajan Scientific and Medical

Trajan is focused on breakthrough solutions to improve human wellbeing through biological, environmental or food related measurements. Our focus is on developing and commercialising technologies that enable analytical systems to be more selective, sensitive and specific - especially those that can lead to portability, miniaturisation and affordability.

Trajan's Accelerator develops programs to support and grow organisations for the digital, medical, scientific and medical technologies marketplaces. Trajan provides organisational infrastructure, seed capital, as well as technical collaborative knowledge and collateral for early stage/startup/concept idea associations.

A 17,000 m² Ringwood site in Melbourne, Victoria, is home to Trajan's corporate headquarters and ISO accredited manufacturing operations. With over 400 staff worldwide across Australia, Europe, USA and Asia, Trajan serves customers in over 100 countries with highly specialised consumables and components used in scientific analysis and clinical applications.

www.trajanscimed.com

LBPR

LBPR was founded by Managing Director Lisa Burling on Valentine's Day 2013. With over 20 years' PR experience in Australia and the UK working with some of the world's biggest companies and brands, Lisa started with a just a handful of small clients. Fast forward to 2017, and LBPR is a highly skilled team and partners with major companies and brands all over Australia. LBPR is a Public Relations Institute of Australia Micro Consultancy of the Year, and both Lisa and LBPR have been recognised as a leaders with awards in the Illawarra region where they are based. LBPR is home to Catalyst, Australia's first student consultancy.

www.lbpr.com.au